

# Society for Women's Health Research - website redesign

The Society for Women's Health Research (SWHR) is a national nonprofit based in Washington, D.C., that is widely recognized as a thought leader in promoting research on biological differences in disease and improving women's health through science, advocacy, and education.

Founded in 1990 by a group of physicians, medical researchers and health advocates, SWHR aims to bring attention to the variety of diseases and conditions that disproportionately or predominately affect women. Thanks to SWHR's efforts, women are now routinely included in most major medical research studies and scientists are considering sex as a variable in their research.

## User experience research and redesign process

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- Stakeholder Interviews
- User survey
- Personas
- Card sorting
- Sitemaps
- Wireframes
- Style Guide for Web
- High-fidelity prototypes
- User testing

As the design lead for this project my responsibilities focused on

- Project Management
- Stakeholder Interviews
- Card Sorting
- Wireframes
- User Testing

## User research methodology

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- Kickoff Meeting
  - Full staff attended
  - Performed exercise
- Developed Questionnaire
  - 12 Questions
  - Questions included information on competitors, internal use & external use of site, and their vision for site, etc.
- Internal Stakeholder Interviews
  - In-person interviews at SWHR office
  - 4 staff members
  - Conducted separately
- No External Interviews
  - Staff didn't want us to contact their partners

## Findings from Stakeholder Interviews

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- Concerns focused more on content than design
- Navigation needs major improvement, especially for science & research

- Outdated Content
  - Science/research & policy, especially
  - “Events & Networks” focused on past events, no section for upcoming
- Key information related to science, research, and policy can be hard to find
- Pages are unclear
  - **Ex.** Donate page needs more instructions for user
- Too much emphasis on SWHR—
  - Excessive information on organization
  - Unnecessary for key users

“We get calls from random groups and individuals saying that information needs to be updated and I don’t even know how to find those pages.”

“We need to remove unnecessary or out-of-date content. Some of content is 3 or 4 years old. We need to remove the older pages, keep the essentials, overhaul the site, and then add the older information back in. Promoting older content makes us look bad.”

Initial recommendations based on those responses

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- Update Content More Frequently
  - They need to determine their own strategy based on their own timetables
- Remove Outdated Pages
- Limit/Reduce Information About SWHR
- Our recommendations based on their responses

Google Analytics review

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## Audience overview, 5/2017-5/2018

- Total users: 21,856
- Returning users: 11.3%
  - This number is quite low - we want to increase this number
- Bounce rate: 2.05%
  - This number is very low - that's amazing! This indicates that the people who visit your site are there to get the information presented on your site

## Referral overview, 2017-2018

- Organic Search - 53.8% + Direct - 30.4%
  - Majority of your users are either searching for your content or going directly there
- Bounce rate on social, organic and direct is low (<1%, and 3%)
- Bounce rate on referrals is a bit higher - where can this be improved?

## Personas

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We used the stakeholder interviews to inform our understanding of the SWHR user base, and built out these personas to guide our site navigation and page redesign.



"All healthcare is improved when we focus on women's health."

**BIO :**  
Elena is focused and goal-oriented with a public-facing role and major responsibilities as a physician, professor, and journal editor. She is passionate about her work and enjoys learning and sharing ideas, but is also conscious of her time.

**ELENA'S NEEDS & GOALS**

- Information on how to best treat her patients
- Research on the latest understanding of issues and medicines that affect women
- Ways to inform patients of the importance of sex differences for conditions and treatment
- Advocating for better inclusion of women in GW medical academic research
- Want to find physicians and researchers who are also pushing for better research on biological differences in women's health
- Be recognized for her work in medicine and research

**PAIN POINTS & FRUSTRATIONS**

- Despite advances, still sometimes need to convince colleagues of the importance of including women in medical research
- Difficulty finding the latest research, packaged in a quick-to-understand way
- Is not sure she has the most up-to-date information
- Does not know if she is teaching the essentials of sex differences in health



"Improving healthcare is a responsibility for us all."

**BIO :**  
Jacob just became head of gender studies of a pharmaceutical company and is still getting used to his responsibility. He is motivated to improve practices for providers, and support researchers and policymakers in the medical field.

**JACOB'S NEEDS & GOALS**

- Communicate with entire pharmaceutical care organization and improve research into women's health needs and biological differences
- Wants to improve and develop women's health and biological differences to improve the prevention, diagnosis, and treatment of disease;
- Negotiate the regulatory environment with an understanding of the policies that affect
- Need to manage his time due to his new responsibility

**PAIN POINTS & FRUSTRATIONS**

- Just became head of department and overwhelmed by his workload
- Difficulty tracking down the latest information on policy that affects sex differences in health
- Each disease case patient is different unique and needs more research

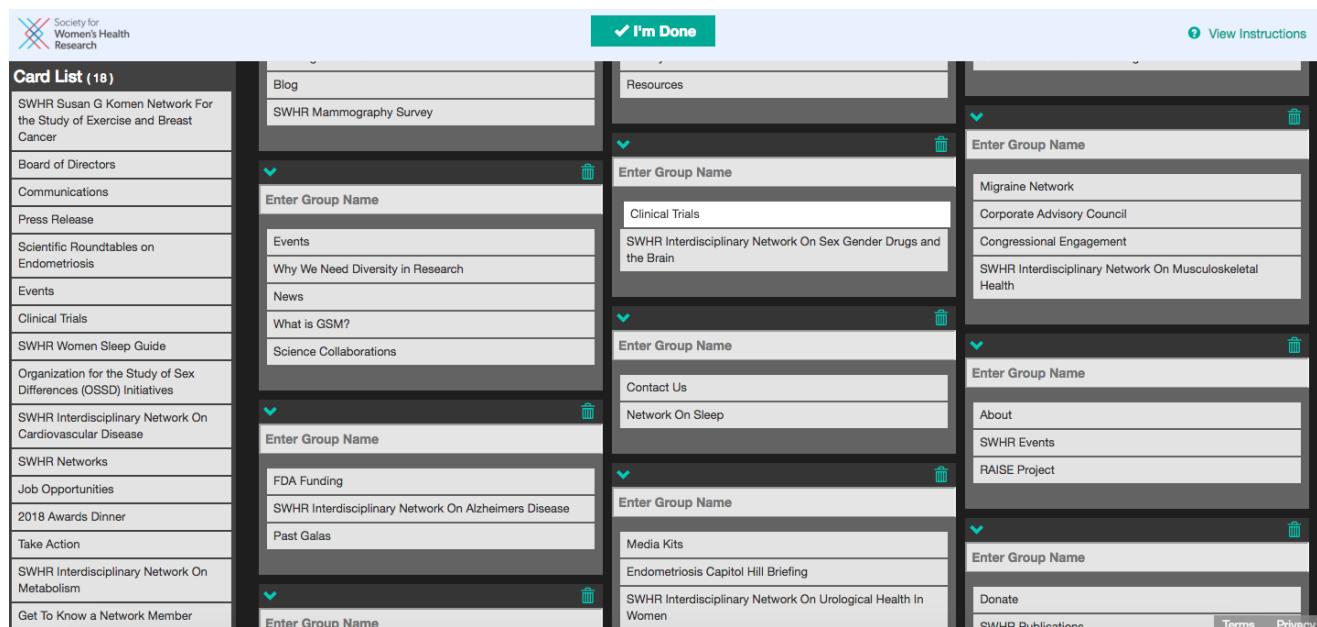
# Information architecture and page navigation

One of the main needs we heard in our stakeholder and user interviews was for improved site navigation and content organization. To better understand the organization of the SWHR site structure, we first mapped the many pages of the site with the XML Sitemap tool [xml-sitemaps.com](http://xml-sitemaps.com). We also created a visual sitemap for the existing site.

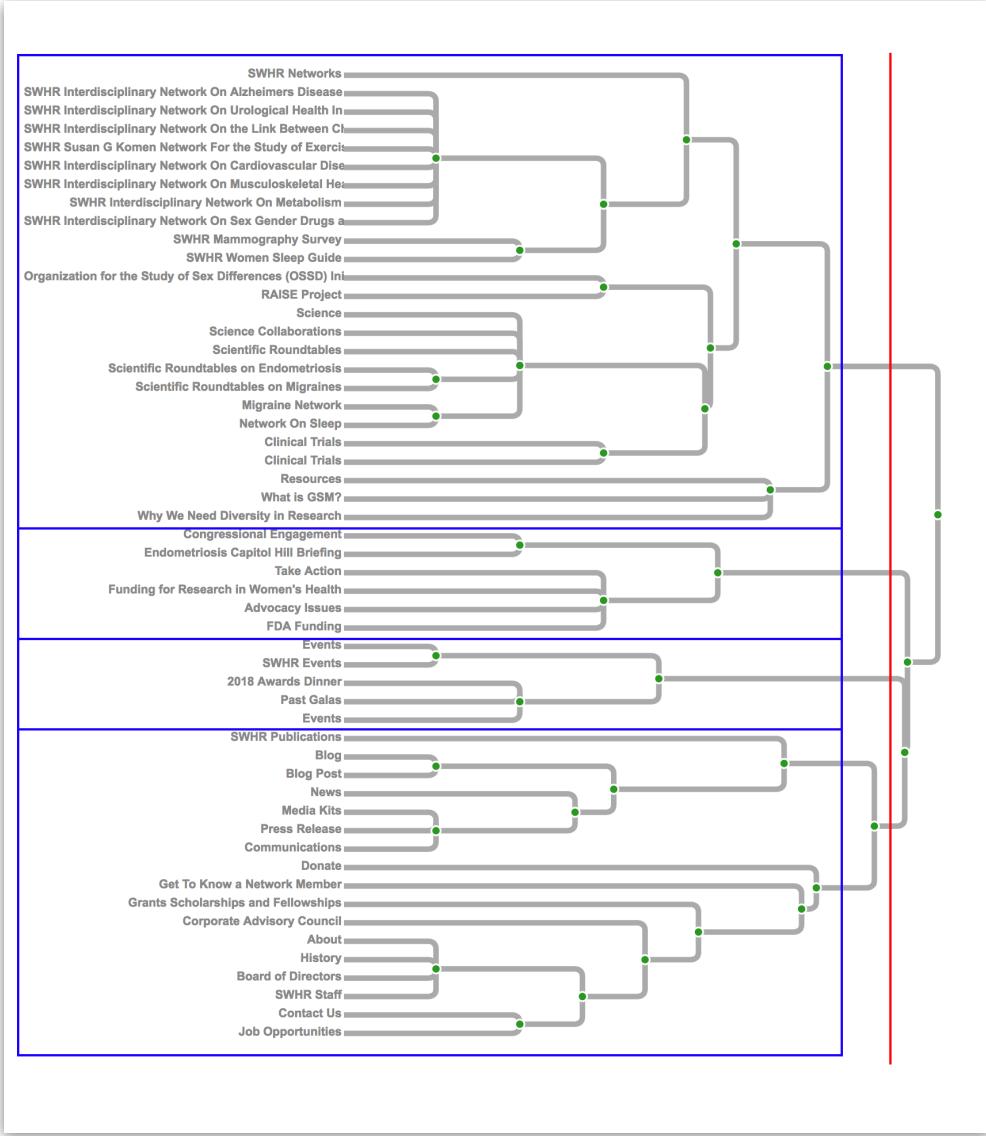
After spending a few weeks poring through the SWHR site and archives, we then used Card Sorting to build consensus on the navigation items. Finally, we built a new recommended site map according to the information tree structure that emerged from our card sort.

We created a dendrogram as seen below using the software provided by *Proven by Users* to guide our suggested navigation.

From Proven by Users: “A **Dendrogram** is used to illustrate the arrangement of the clusters produced by a average link cluster analysis. The tree should be read left to right - as strong to weak clusters. Hovering over any cluster circle will show you the strength of that cluster as a percentage. 100% meaning all participants grouped those cards together. 50% meaning half of the participants placed those cards in the same group.”

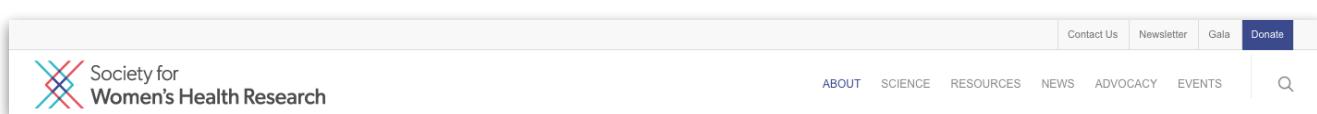


## The *Proven By Users* activity



We used the card sorting activity to find consensus on the sets of pages and links that could be best grouped together for the most effective navigation throughout the site.

The results were then used to propose a sitemap that is simpler and more intuitive than the current site



The existing header menu



Our proposed header

Our proposed navigation stripped down the information architecture to focus on what is most relevant for the SWHR and their users. We proposed that resources for science be made available on the science pages, and similarly for policy pages. The utility navigation includes an orange 'alert' for the upcoming gala, though this can be changed to alert users of

any news or important conference or event. We learned that the News section is mainly filled with science or policy announcements; these would still be made available in the blog/news page available from the main navigation as a drop-down item, and in the footer navigation. The newsletter information has been moved to the footer. Finally, the typography of the main navigation has been given increased hierarchy to show the importance of these main items.

## Wireframes

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Using our new sitemap and navigation, we developed wireframes for the following pages:

- Home
- About
- Science
  - Science Networks
- Policy
- Events (Gala)
- Donations
- Partners/CAC

The wireframe prototype created using Invision can be seen following the link below

<https://invis.io/2WLR9G5SMY4>

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# A sampling of our wireframes

The image displays three wireframe prototypes for the Society for Women's Health Research website, arranged horizontally. Each prototype shows a different section of the site with various components like navigation bars, content blocks, and social media integration.

- Wireframe 1 (Left): Key Initiatives**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** SOCIETY FOR WOMEN'S HEALTH RESEARCH  
Promoting research, policy, and education on the biological differences in women's health since 1990
  - Icons:** FOR RESEARCHERS, FOR POLICYMAKERS, FOR ADVOCATES
  - Key Initiatives:** Interdisciplinary Networks, Scientific Roundtables, Global Events
  - Latest News:** Sex Matters: Addressing the Alzheimer's Disease Research Gap, Hill Briefing | Endometriosis: Erasing Stigma, Improving Patient Care
  - Key Publications & Resources:** Journal of Sex Differences, Women & Girls: A Guide for Better Health, Clinical Trial Design, Policy Action & Funding for Sex Differences
  - SWHR at a Glance:** 30 YEARS, 50% MORE FUNDING, 401+ BILLS INTRODUCED
  - Our Partners & Sponsors:** AbbVie, Amgen, Astellas, GIA, Bio
  - Footer:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA
- Wireframe 2 (Middle): About SWHR**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** ABOUT SWHR  
Thought leaders in promoting research on sex differences in disease and improving women's health through science, policy and education.
  - Section:** WHO WE ARE  
The Society for Women's Health Research (SWHR) is a science research institute based in Washington, DC. We are solely supported as a think tank in promoting research on biological sex differences in disease and improving women's health through science, policy and education.
  - Section:** OUR MISSION  
SWHR's mission is to improve health through research on sex differences in disease and improving women's health through science, policy and education.
  - Section:** WHAT WE DO  
SWHR convenes researchers and clinicians to identify sex differences in disease and improve health through research and advocacy. SWHR also advocates for increased investment in sex differences research and education.
  - Section:** OUR PARTNERS & SPONSORS  
AbbVie, AMGEN, astellas, GIA, American Medical Association, Bio
  - Footer:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA
- Wireframe 3 (Right): Science Network Title**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** SCIENCE NETWORK TITLE  
Description of what the science network does, with pithy summary and background image
  - Section:** MEMBERS  
Firstname Lastname, PhD Organization, Fristname Lastname, PhD Organization, Fristname Lastname, PhD Organization
  - Section:** PROGRAM DIRECTOR  
Firstname Lastname, PhD
  - Section:** SPONSORS
  - Section:** ABOUT  
Morbi tincidunt, metus et facilis suscipit, ex enim eros rutrum, vel liget semper.
  - Section:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA

The image displays three additional wireframe prototypes for the Society for Women's Health Research website, continuing from the previous set.

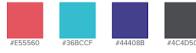
- Wireframe 4 (Top Left): Science**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** SCIENCE  
SWHR works to advance the field of sex-based biology, and hosts roundtables and networks to encourage dialogue and research.
  - Section:** SWHR works with researchers and clinicians to advance the field of sex-based biology, and hosts scientific roundtables to encourage dialogue and research on biological differences between men and women.
  - Section:** NETWORKS, ROUNDTABLES, COLLABORATIONS, CONFERENCES
  - Section:** WOMEN'S HEALTH FACTS  
2 Women are affected by depression 2 times as often as men  
10 Eating disorders are 10 times more common in women than men  
3-4 Autistic women such as females with Asperger's are 3-4 times more likely to have autism
  - Section:** RECENT PUBLICATIONS  
"Sleeping Bag and Gender Differences in Sleep Health: A Society for Women's Health Research Report" Journal of Women's Health, 23, 1, e1204553 DOI: 10.1089/jwh.2016.26322  
"Sleep Medications and Women: A Review of Issues to Consider for Optimizing the Care of Women with Sleep Disorders" Journal of Clinical Psychopharmacology, 32, 2, e12076 DOI: 10.1089/jcpp.2015.02322  
"Sleeping Bag and Gender Differences in Sleep Health & Society for Women's Health Research Report" Journal of Women's Health, 23, 1, e1204553 DOI: 10.1089/jwh.2016.26322
  - Section:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA
- Wireframe 5 (Top Right): Policy Engagement**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** POLICY ENGAGEMENT  
SWHR is known as the leader for advocacy and public policy on research and funding for women's health issues
  - Section:** POLICY LETTERS, POLICY BRIEFING, CONGRESSIONAL TESTIMONY
  - Section:** POLICY LETTERS  
As part of its advocacy mission, the Society for Women's Health Research monitors the activities of the executive branch in the areas of women's health and research. At request of various federal agencies, SWHR periodically submits public comment letters detailing its position on issues pertaining to SWHR's public policy priorities.
  - Section:** POLICY BRIEFING  
SWHR regularly briefs Congress on a variety of women's health and research related topics. These briefings are attended by Congressional staff, federal agency personnel, advocacy group representatives and other individuals about issues important to women's health.
  - Section:** CONGRESSIONAL TESTIMONY  
As the thought leader in advancing research on sex differences, SWHR is often called upon by Congressional Committees to offer expert testimony on a variety of subject areas. An archive of our past Congressional Testimony is below.
  - Section:** WRITTEN TESTIMONY FOR FEDERAL FUNDING
  - Section:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA
- Wireframe 6 (Bottom): Gala**
  - Header:** Sign up for our 2018 Gala | Registration Info Here | DONATE | CONTACT
  - Section:** GALA  
Celebrating Achievements, Innovations and Advancements in Women's Health
  - Section:** HONOREES  
Colleen Connery-Wolch, PhD  
Christi Shaw  
Janet Woodcock, MD
  - Section:** HIGHLIGHTS  
PHOTO GALLERY
  - Section:** SPONSOR THE GALA  
\$50 \$100 \$500 \$1000 \$2500  
Total: \$500
  - Section:** GET TO KNOW US, WHAT'S NEW, CONNECT, SUBSCRIBE, TWEETS, SWHR NEWSLETTER, SWHR BLOG, SWHR PODCAST, SWHR JOURNAL, SWHR RECENT PUBLICATIONS, SWHR RECENT TESTIMONY, SWHR RECENT LETTERS, SWHR RECENT BRIEFINGS, SWHR RECENT CONGRESSIONAL TESTIMONY, SWHR RECENT POLICY ENGAGEMENT, SWHR RECENT AWARDS DINNER, SWHR SPONSOR THE GALA

# Style guide for the web



## 01 COLOUR PALETTE

Main Colors - logo Palette



Accent Colors



Prepared by GW UX/UI Bootcamp - June 2018

## 02 TYPOGRAPHY

SWHR's typography presents a well-established brand in both print design and the web. Use Google Fonts or Adobe Typekit to ensure that brand fonts are accessible to users, with fallbacks as needed.

### H1 - HEADING 1: THIS IS A PAGE TITLE

Font family: Bebas Neue – Font-size: 54px – Font-weight: Regular – Line-height: 15px – Color: #44408B

### H2 - HEADING 2: THIS IS A SECTION HEADER - BEBAS NEUE, 36

Font family: Bebas Neue – Font-size: 36px – Font-weight: Regular – Line-height: 42px – Color: #383858

### H3 - HEADING 3: THIS IS A NEWS ITEM TITLE - Lora Bold

Font family: Lora – Font-size: 24px – Font-weight: Bold – Line-height: 32px – Color: #ACAD50

Font family: Proxima Nova – Font-size: 20px – Font-weight: Bold – Line-height: 24px – Color: #ACAD50

This is introductory text. It has a fixed size, and a custom line height, so you can experiment with it. *“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum lectus in convallis feugiat.*

Font family: Proxima Nova – Font-size: 16px – Font-weight: Regular – Line-height: 26px – Color: #ACAD50

This is *blockquote* text. *“Typography is the craft of endowing human language with a durable visual form.*

— Robert Bringhurst

Font family: Lora – Font-size: 24px – Font-style: italic – Line-height: 32px – Color: #ACAD50

## 03 ICONS

These icons are found on the Noun project website, and can be used with the creative commons license.



## 04 BUTTONS

Below you will find our buttons, in default, hover and active.



Button styling  
Text transform: Uppercase  
Padding: 10px 24px  
Margin: 24px  
Border-radius: 0  
Box-shadow: 0  
Border: 1px solid

## 05 FIELDS

All fields should be shown with a label. Both the label, placeholder and border has the colour #0099999. Other colours can be found in the palette.

|                                |  |                             |   |
|--------------------------------|--|-----------------------------|---|
| Label                          | Placeholder                            | Label                       | Placeholder                               |
| Label                          | Placeholder                            | Label                       | Placeholder                               |
| Label                          | Dropdown                               | Label                       | Dropdown                                  |
| Label                          | Placeholder                            | Action                      | Another action                            |
| <input type="checkbox"/> Label | <input checked="" type="radio"/> Label | <input type="radio"/> Label | <input checked="" type="checkbox"/> Label |
| <input type="checkbox"/> Label | <input checked="" type="radio"/> Label | <input type="radio"/> Label | <input checked="" type="checkbox"/> Label |

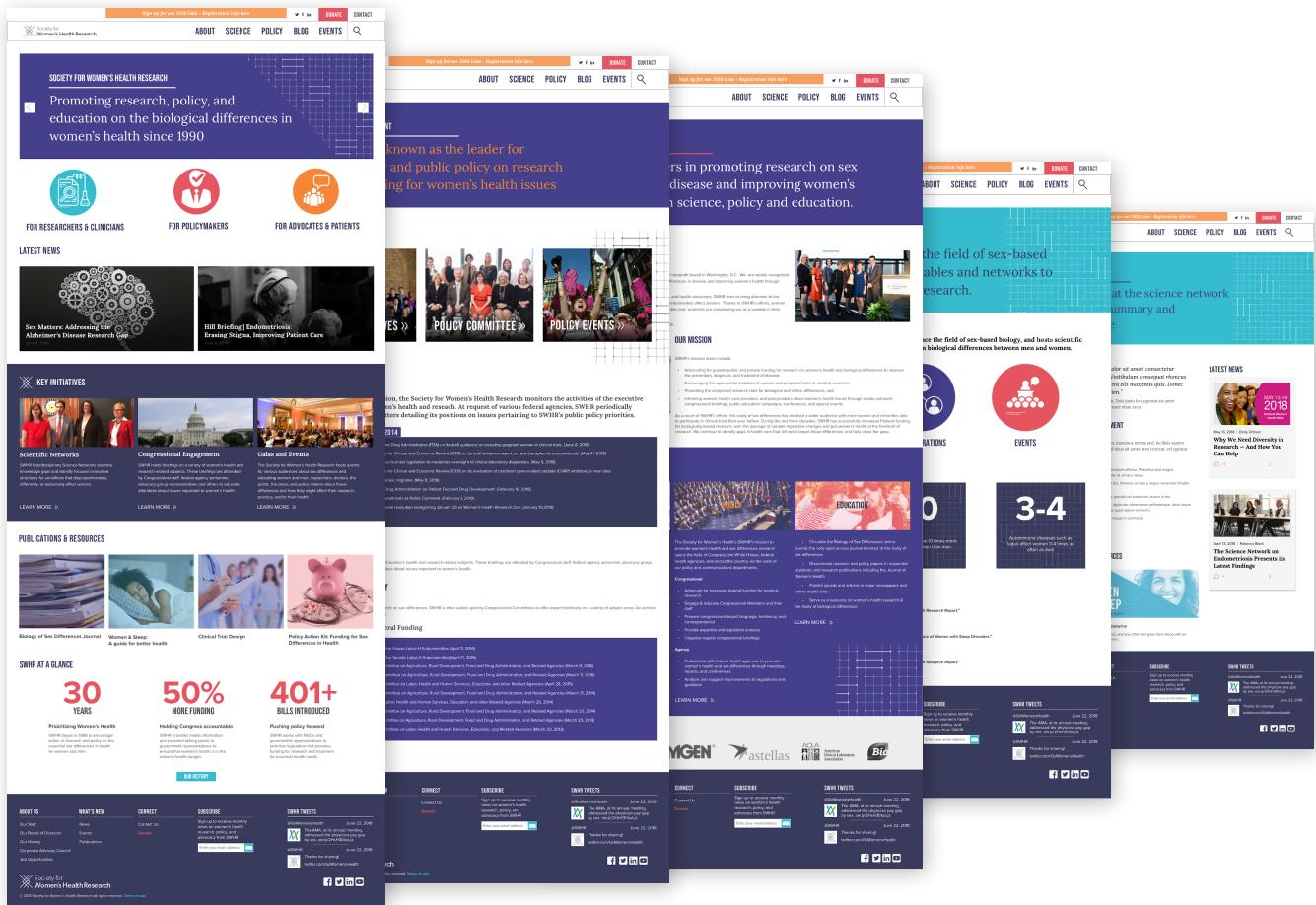
## 06 GRID

The grid is 12 column, and is 1360px with a gutter on 30px (15x2).

Breakpoints will be 970px for tablet and 750px for mobile devices.



# High Fidelity mockups and prototype



Prototype: <https://invis.io/VEM65VF6QUJ>

## Additional Recommendations

- Remove spinning “page loader” - the longer you make users wait, the quicker they leave
- Use brand fonts via Adobe TypeKit or Google Fonts - this will help maintain consistency with print design and establish brand identity online
- “Chunk” content with smaller sections, and use imagery to break apart text sections

- Target specific stakeholders: organize page content with specific users in mind
- Use headings and colors consistently
- Break text into easily readable sections, and avoid stretching text across the whole screen